Please replace all prior versions and listings of claims with the following listing of claims.

LISTING OF CLAIMS:

1.   (**Currently Amended**)   A computer implemented method of using a web-site for reducing excess capacity during non-peak demand periods for a service business that experiences periods of peak demand and periods of non-peak demand for a service that is offered at a predetermined price, the method comprising the steps of:

enabling one or more businesses to post on the web-site one or more items for auction wherein the one or more items are valid for use during the non-peak demand period;

displaying options to enable ~~enabling one or more~~ users to place a bid on an item for auction or to purchase the item at a fixed price without participating in the auction;

processing requests for fixed price purchases upon receipt of a request from a user for a fixed price purchase;

processing auction bids, at the conclusion of an auction, to determine an auction winner for auctioned items; and

awarding the auction winner the item, wherein the item is redeemable for the service from a corresponding one of the one or more businesses during the non-peak demand period, whereby the winner and one or more purchasers of the item ~~obtains~~ obtain a discount from the predetermined price during the non-peak demand period and non-winners and non-purchasers pay the predetermined price without the discount during the non-peak demand period.

2.   (**Previously Presented**) The computer implemented method of claim 1 wherein the one or more businesses set a minimum bid for the one or more items for auction.

3.   (**Currently Amended**)   The computer implemented method of claim 1 wherein the corresponding one of the one or more businesses is a restaurant and the item for auction and purchase is a dining certificate for use at the restaurant and the dining certificate has a redemption amount whereby the winner and the one or more purchasers ~~obtains~~ obtain the dining certificate for an amount less than the redemption amount.

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4.   (**Currently Amended**) The computer implemented method of claim 1 wherein the step of <u>displaying options to enable</u> ~~enabling one or more~~ users to <u>place a</u> bid on the item for auction <u>or to purchase the item at a fixed price without participating in the auction</u> includes a registration process where each of the one or more users provides at least one or more of identification, demographic and service preference information.

5.   (**Previously Presented**) The computer implemented method of claim 1 wherein each of the one or more businesses is a restaurant and the step of enabling one or more businesses to post one or more items for auction includes a registration process where the restaurants provide at least one or more of a restaurant description, meal description and facilities description.

6.   (**Previously Presented**) The computer implemented method of claim 1 wherein each of the one or more businesses is a restaurant and a user can search for one or more auctions of interest by one or more of a restaurant name, cuisine type, location, specified time, and meal.

7.   (**Currently Amended**) The computer implemented method of claim 1 wherein ~~the step of enabling one or more users to place~~ <u>placing</u> a bid on the item for auction includes placing a quantity of item amount and a bid amount.

8.   (**Currently Amended**) The computer implemented method of claim 1 wherein ~~the step of enabling one or more users to place~~ <u>placing</u> a bid on the item for auction includes an auto-bid feature where a user submits a maximum bid amount and a bid increment amount where the bids are automatically incremented to the maximum amount as necessary.

9.   (**Currently Amended**) The computer implemented method of claim 1 wherein ~~the step of enabling one or more users to place a bid on the item for auction includes an instant~~

~~purchase feature that enables~~ the one or more businesses [[to]] specify [[a]] the fixed ~~dollar amount~~ price for which a user can buy one of the one or more items without participating in the auction.

10.   **(Previously Presented)** The computer implemented method of claim 1 wherein a user can create a personalized auction page where the user creates an auction list comprising a list of one or more auctions of interest and monitors the one or more auctions of interest on the auction list.

11.   **(Withdrawn)** The computer implemented method of claim 1 further comprising the step of rewarding a user for referring one or more new users to the web-site.

12.   **(Withdrawn)** The computer implemented method of claim 1 further comprising the step of rewarding a user for referring one or more new businesses to the web-site.

13.   **(Withdrawn)** The computer implemented method of claim 1 further comprising the step of enabling a user to monitor rewards awarded to the user and redeem the rewards.

14.   **(Previously Presented)**   The computer implemented method of claim 1 further comprising the step of enabling the one or more businesses to display an advertisement for an auction at a premium space.

15.   **(Previously Presented)**   The computer implemented method of claim 1 further comprising the step of displaying a list of current auctions and enabling a user to participate in a current auction.

16.   (**Previously Presented**) The computer implemented method of claim 1 wherein the one or more businesses are restaurants and a restaurant guide enables a user to search for one or more restaurants of interest by one or more of cuisine type, location, and price range.

17.   (**Withdrawn**) The computer implemented method of claim 16 further comprising the step of enabling users to post at least one of a community rating and a review of dining experiences at one or more restaurants of interest.

18.   (**Withdrawn**) The computer implemented method of claim 16 further comprising the step of enabling users to view ratings of one or more restaurants of interest posted by other users.

19.   (**Withdrawn**) The computer implemented method of claim 16 further providing a hyper-link to a separate restaurant page containing information regarding a restaurant of interest including one or more of a description of the restaurant, type of food, services, and facilities.

20.   (**Withdrawn**) The computer implemented method of claim 1 further comprising the step of providing a recipe center where users may view recipe and cooking information.

21.   (**Withdrawn**) The computer implemented method of claim 1 further comprising the step of providing a gifts center where users may purchase merchandise.

22.   (**Withdrawn**) The computer implemented method of claim 1 further comprising the step of enabling users to participate in a chat/message board.

23. (**Previously Presented**) The computer implemented method of claim 1 further comprising the step of enabling the one or more businesses to track and monitor current bids on the one or more items posted by the one or more businesses.

24. (**Previously Presented**) The computer implemented method of claim 1 further comprising the step of enabling the one or more businesses to set an auction schedule where a business designates a specified number of items to be auctioned at a specified time period.

25. (**Previously Presented**) The computer implemented method of claim 1 further comprising the step of enabling the one or more businesses to create a survey for users to complete where users provide one or more of demographic, identification, and service preference information and where the information is used for targeted marketing and promotions.

26. (**Previously Presented**) The computer implemented method of claim 1 wherein bidding data and user information are aggregated and provided to the one or more businesses and wherein the one or more businesses use the bidding data and the user information collected for at least one of: targeted marketing and promotions.

27. (**Previously Presented**) The computer implemented method of claim 26 wherein the user information includes sales history data.

28. (**Previously Presented**) The computer implemented method of claim 1 further comprising the step of enabling users to specify a preferred mode of information delivery from the one or more businesses including one or more of email, a display at a personalized page on the web-site, and regular mail.

29.   (**Previously Presented**)   The computer implemented method of claim 1 further comprising the step of providing an account module where the one or more businesses can monitor a number and type of items sold along with its account status with the web-site.

30.   (**Previously Presented**)   The computer implemented method of claim 1 further comprising the step of providing the one or more businesses with a summary page outlining results of an auction for one or more items posted by the one or more businesses.

31.   (**Currently Amended**)   The computer implemented method of claim 1 further comprising the step of receiving from the one or more businesses a report indicating which winners redeemed auctioned items <u>and which of the one or more purchasers redeemed purchased items</u>.

32.   (**Currently Amended**)   The computer implemented method of claim 1 further comprising the step of enabling the winner <u>and the one or more purchasers</u> to download the item for redemption from the web-site or via electronic mail.

33.   (**Previously Presented**)   The computer implemented method of claim 1 wherein the winner pays for the item at the time of redemption and any amount over the value of the item.

34.   (**Previously Presented**)   The computer implemented method of claim 1 wherein the winner pays for the item at the time the winner is declared.

35.   (**Currently Amended**)   The computer implemented method of claim 1 wherein an electronic certificate is sent to the one or more businesses and the winner <u>and the one or more purchasers</u>   ~~informs~~ <u>inform</u> the corresponding one of the one or more businesses of the electronic certificate at a time of redemption.

36.   (**Currently Amended**) A computer implemented system of using a web-site for reducing excess capacity during non-peak demand periods for a service business that experiences periods of peak demand and periods of non-peak demand for a service that is offered at a predetermined price, the system comprising:

a business module for enabling one or more businesses to post on the web-site one or more items for auction wherein the one or more items are valid for use during the non-peak demand period;

a user module for ~~enabling one or more~~ <u>displaying options to enable</u> users to place a bid on an item for auction <u>or to purchase the item at a fixed price without participating in the auction</u>;

a system processor for <u>processing requests for fixed price purchase upon receipt of a request from a user for a fixed price purchase, and</u> processing <u>auction</u> bids<u>, at the conclusion of an auction,</u> to determine a<u>n auction</u> winner <u>for auctioned items</u>; and

an award module for awarding the <u>auction</u> winner the item, wherein the item is redeemable for the service from a corresponding one of the one or more businesses during the non-peak demand period, whereby the winner <u>and one or more purchasers</u> of the item ~~obtains~~ <u>obtain</u> a discount from the predetermined price during the non-peak demand period and non-winners <u>and non-purchasers</u> pay the predetermined price without the discount during the non-peak demand period.

37.   (**Previously Presented**) The system of claim 36 wherein the one or more businesses set a minimum bid for the one or more items for auction.

38.   (**Currently Amended**) The system of claim 36 wherein the corresponding one of the one or more businesses is a restaurant and the item for auction is a dining certificate for use at the restaurant and the dining certificate has a redemption amount whereby the winner <u>and the one or more purchasers</u> ~~obtains~~ <u>obtain</u> the dining certificate for an amount less than the redemption amount.

39.   (**Previously Presented**) The system of claim 36 wherein the user module includes a registration module where each of the one or more users provide at least one or more of identification, demographic and service preference information.

40.   (**Previously Presented**) The system of claim 36 wherein each of the one or more businesses is a restaurant and the business module is a restaurant module that includes a registration module where each of the restaurants provide at least one or more of a restaurant description, meal description and facilities description.

41.   (**Previously Presented**) The system of claim 36 wherein the one or more businesses are restaurants and a user can search for one or more auctions of interest by one or more of a restaurant name, cuisine type, location, specified time, and meal.

42.   (**Original**) The system of claim 36 wherein the user module includes placing a quantity of item amount and a bid amount.

43.   (**Previously Presented**) The system of claim 36 wherein the user module includes an auto-bid feature where a user submits a maximum bid amount and a bid increment amount where bids are automatically incremented to the maximum bid amount.

44.   (**Currently Amended**) The system of claim 36 wherein ~~the user module includes an instant purchase feature that enables~~ the one or more businesses [[to]] specify [[a]] <u>the</u> fixed ~~dollar amount~~ <u>price</u> for which a user can buy one of the one or more items without participating in the auction.

45.   **(Original)** The system of claim 36 wherein a user can create a personalized auction page where the user creates an auction list comprising a list of one or more auctions of interest and monitors the one or more auctions of interest on the auction list.

46.   **(Original)** The system of claim 36 further comprising a reward module where a user is rewarded for referring one or more new users to the web-site.

47.   **(Original)** The system of claim 36 further comprising a reward module where a user is rewarded for referring one or more new businesses to the web-site.

48.   **(Withdrawn)** The system of claim 36 further comprising a reward monitor module where a user can monitor rewards awarded to the user and redeem the rewards.

49.   **(Previously Presented)** The system of claim 36 further comprising an advertisement module where the one or more businesses can display an advertisement for an auction at a premium space.

50.   **(Previously Presented)** The system of claim 36 further comprising a current auction module where a list of current auctions is displayed to a user where the user can participate in a current auction.

51.   **(Previously Presented)** The system of claim 36 wherein the one or more businesses are restaurants and a restaurant guide enables a user to search for one or more restaurants of interest by one or more of cuisine type, location, and price range.

52.   **(Withdrawn)** The system of claim 51 further comprising a ratings module where users can post ratings and reviews of dining experiences at one or more restaurants of interest.

53.   (**Withdrawn**) The system of claim 51 further comprising a view ratings module where users can view ratings of one or more restaurants of interest posted by other users.

54.   (**Withdrawn**)   The system of claim 51 further providing a hyper-link to a separate restaurant page containing information regarding a restaurant of interest including one or more of description of the restaurant, type of food, services, and facilities.

55.   (**Withdrawn**) The system of claim 36 further comprising a recipe center where users can view recipe and cooking information.

56.   (**Withdrawn**) The system of claim 36 further comprising a gifts center where users can purchase merchandise.

57.   (**Withdrawn**) The system of claim 36 further comprising a chat/message board for users to converse with other users and business representatives.

58.   (**Previously Presented**) The system of claim 36 further comprising a monitor current bids module where the one or more businesses can track and monitor current bids on items posted by the one or more businesses.

59.   (**Previously Presented**) The system of claim 36 further comprising an auction schedule module where the one or more businesses can set an auction schedule where the one or more businesses designate a specified number of items to be auctioned at a specified time period.

60.   (**Previously Presented**) The system of claim 36 wherein the one or more businesses can create a survey for users to complete where users provide one or more of demographic, identification, and service performance information where the information is used for targeted marketing and promotions.

61.   (**Previously Presented**)   The system of claim 36 wherein bidding data and user information are aggregated and provided to the one or more businesses and wherein the one or more businesses can use the bidding data and user information collected for targeted marketing and promotions.

62.   (**Original**) The system of claim 61 wherein user information includes sales history data.

63.   (**Previously Presented**)   The system of claim 36 wherein users can specify a preferred mode of information delivery from the one or more businesses including one or more of email, a display at a personalized page on the web-site, and regular mail.

64.   (**Previously Presented**)   The system of claim 36 further comprising an account module where the one or more businesses can monitor a number and type of items sold along with its account status with the web-site.

65.   (**Previously Presented**)   The system of claim 38 wherein a summary page is provided to the restaurant outlining results of an auction for one or more items posted by the restaurant.

66.   (**Currently Amended**)   The system of claim 36 wherein a report of attendance indicating which winners <u>and which of the one or more purchasers</u> redeemed items is received from the one or more businesses.

67.   (**Currently Amended**)   The system of claim 36 wherein the winner <u>and purchasers</u> can download the item for redemption from the web-site or receive it via electronic mail.

68.   (**Original**) The system of claim 36 wherein the winner pays for the item at the time of redemption and any amount over the value of the item.

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69.   (**Previously Presented**) The system of claim 36 wherein the winner pays for the item at the time the winner is declared.

70.   (**Currently Amended**) The system of claim 36 wherein an electronic certificate is sent to the corresponding one of the one or more businesses and the winner <u>and the one or more purchasers</u> ~~informs~~ <u>inform</u> the corresponding one of the one or more businesses of the certificate at time of redemption.

71.   (**Currently Amended**) A computer implemented method for reducing excess capacity during non-peak demand periods for a service business that experiences periods of peak demand and periods of non-peak demand for a service that is offered at a predetermined price, the method comprising the steps of:

providing a web site to which one or more businesses can post an offer to auction one or more certificates for use during non-peak demand periods, the one or more certificates having a predetermined value and being redeemable for services from a corresponding one of the one or more businesses;

<u>displaying options to enable users to place a bid on a certificate for auction or to purchase the certificate at a fixed price without participating in the auction;</u>

<u>receiving at the web site requests from users to purchase the certificate at a fixed price and processing said requests;</u>

receiving at the web site a<u>uction</u> bid<u>s</u> from ~~one or more~~ bidders, specifying an amount a bidder is willing to pay for a certificate<u>;</u>

determining a winning <u>auction</u> bidder<u>, at the conclusion of an auction,</u> for the <u>auctioned</u> certificate;

issuing to the winning <u>auction</u> bidder the certificate, the certificate comprising identification of the corresponding one of the one or more businesses, the predetermined value of the certificate, a unique certificate identifier and user identification information,

whereby the winning bidder <u>and one or more purchasers</u> of the certificate ~~obtains~~ <u>obtain</u> a discount from the predetermined price during non-peak demand periods and non-winning bidders <u>and non-purchasers</u> pay the predetermined price without the discount during non-peak demand periods;

provide to the one or more businesses a list of winning bidders <u>and purchasers</u>;

receiving from the one or more businesses a report indicating which bidders <u>and purchasers</u> have redeemed certificates; and

collecting from the one or more businesses a fee, including a fee for certificates redeemed.

72.   (**Previously Presented**) The computer implemented method of claim 71 wherein the one or more businesses are restaurants and the web site enables potential bidders to search for auctions of interest by one or more of a restaurant name, cuisine type, location, specified time, and meal.

73.   (**Previously Presented**) The computer implemented method of claim 71 wherein the web site comprises one or more featured auctions sections that prominently display certain auctions.

74.   (**Previously Presented**) The computer implemented method of claim 73 wherein the step of collecting a fee from the one or more businesses comprises collecting a premium fee for featured auctions.

75.   (**Previously Presented**) The computer implemented method of claim 72 wherein results of a search retain a list of auctions meeting user specified search criteria and summary information about each auction, where each auction in the list comprises a hyper-link to a separate web page for that auction, the web page comprising more detailed information about the auction.

76.   (**Previously Presented**) The computer implemented method of claim 75 wherein the web site further comprises a bid page from which a user can enter a bid, the bid page comprising a hyper-link to the separate web page for a particular auction.

77.   (**Previously Presented**) The computer implemented method of claim 71 wherein the winning bidder pays for the certificate at a time the certificate is redeemed along with a payment for any amount for the service over the value of the certificate.

78.   (**Previously Presented**) The computer implemented method of claim 71 wherein the winning bidder pays for the certificate at the time the winning bidder is declared.

79.   (**Previously Presented**) The computer implemented method of claim 71 further comprising the step of receiving at the web site and storing profile information from a bidder prior to enabling the bidder to bid on an auction.

80.   (**Previously Presented**) The computer implemented method of claim 79 wherein the profile information comprises at least one of a user identification, user contact information and user preference information, and further comprising the step of contacting a user when auctions corresponding to the user preference information are posted.

81.   (**Previously Presented**) The computer implemented method of claim 79 further comprising the step of making available to each user for whom profile information is stored a personalized auction information page, the personalized auction page comprising personalized auction lists, auction reward information and current profile information.

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82.   (**Withdrawn**) The computer implemented method of claim 71 wherein the web site further comprises a restaurant guide, the method further comprising the step of receiving at the web site restaurant reviews by users.

83.   (**Withdrawn**) The computer implemented method of claim 82 wherein the restaurant guide is searchable and comprises a hyper-link from a search result page to auctions for restaurants listed on the search result page.

84.   (**Previously Presented**) The computer implemented method of claim 71, the web site further comprising an auction status listing, the method further comprising the step of displaying current auction status information comprising an auction closing time and bid information including a current bid, a bid increment and a minimum bid.

85.   (**Currently Amended**) The computer implemented method of claim 71 wherein the one or more businesses ~~may permit one or more certificates to be subject to an instant award at~~ specify [[a]] the fixed ~~amount~~ price whereby a user can ensure entitlement to a certificate by paying the fixed amount rather than participating in an auction.

86.   (**Previously Presented**) The computer implemented method of claim 71 wherein the web site comprises a proxy bidding system where a bidder can specify a maximum amount the bidder is willing to bid for a certificate and the proxy bidding system will enter bids automatically for the bidder up to the specified maximum.

87.   (**Previously Presented**) The computer implemented method of claim 71 further comprising an auction management module for a registered business, the auction management module comprising a listing of the registered business's current auction postings, customer information, and certificate sales history.

88.   (**Previously Presented**) The computer implemented method of claim 71 comprising an auction management module, the auction management module enabling a registered business to create, delete and modify auctions and track current bid information.

89.   (**Currently Amended**) The computer implemented method of claim 71 further comprising the step of collecting at the web site information about each bidder that bids on <u>and each purchaser that purchases</u> one or more certificates for a particular business, and providing to the particular business aggregate data on each bidder that bids on <u>and each purchaser that purchases</u> one or more certificates for the particular business, including demographic information, bid frequency and number of redemptions.

90.   (**Previously Presented**) The computer implemented method of claim 89 further comprising the step of generating a targeted promotion directed at customers of a particular business based on the aggregate data.

91.   (**Previously Presented**) The computer implemented method of claim 87 further comprising the step of analyzing historical sales data to determine average winning bid amounts for certificates having a predetermined value, by a specified time period.

92.   (**Currently Amended**) The computer implemented method of claim 91 further comprising the step of using the average winning bid amount and adding a premium to it to determine ~~an instant award amount~~ <u>the fixed price to purchase the certificate without participating in the auction</u>.

93.   (**Previously Presented**) The computer implemented method of claim 71 further comprising an account page for each of the one or more businesses that enables a business to view a number and a type of certificates the business has sold, the business's account status with the web site and business profile information.

94.   (**Previously Presented**)   The computer implemented method of claim 71 wherein the step of posting an offer further comprises enabling a business to enter one or more of an item description, time restriction information, a value, a minimum bid amount, a quantity of certificates, a duration of the auction and a recurrence of the auction.

95.   (**Previously Presented**)   The computer implemented method of claim 94 further comprising the step of offering to the business one or more options to increase a likelihood that consumers will focus on the business's auction, the options including a boldface title for the auction, a category feature auction and an auction home page feature, and further comprising the step of collecting a premium from the business for using one or more of such options for a given auction.

96.   (**Previously Presented**)   The computer implemented method of claim 71 further comprising the step of maintaining an auction attendance list, the list comprising, for each auction on the list, an auction identification number, a close date, a retail amount value, time restrictions information, winning bidder information and redemption status information.

97.   (**Previously Presented**)   The computer implemented method of claim 71 further comprising the step of e-mailing customers notification that an auction has been posted.

98.   (**Previously Presented**)   The computer implemented method of claim 71 further comprising the step of collecting user profiles at the web site, determining auctions of interest to specified users based on preference information in the users profile and contacting the specified users about auctions corresponding to the specified users preference information.

99.   (**Withdrawn**) The computer implemented method of claim 71 comprising the step of providing an award credit to users that refer one or more businesses to the web site.

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100. **(Previously Presented)** The computer implemented method of claim 71 further comprising the step of notifying a losing bidder that an auction that the bidder bid on closed without the bidder being a winning bidder and notifying the bidder of other auctions that correspond to one or more parameters of the auction on which the bidder unsuccessfully bid.

101. **(Withdrawn)** The computer implemented method of claim 71, the web site further comprising a recipe page to enable users to share recipes.

102. **(Currently Amended)** An on-line system for reducing unused capacity for one or more businesses during non-peak demand periods, where the one or more businesses experience periods of peak demands and periods of non-peak demands for a service that is offered at a predetermined price, the system comprising:

a web site to which a business can post an offer to auction one or more certificates for use during non-peak demand periods to reduce unused capacity, the one or more certificates having a predetermined value and being redeemable for services from the business;

a user module for displaying options to enable users to place a bid on a certificate for auction or to purchase the certificate at a fixed price without participating in the auction;

an instant purchase feature for receiving at the web site requests from users to purchase the certificate at a fixed price;

a bidding module for receiving at the web site a~~uction~~ bid~~s~~ from ~~one or more~~ bidders, specifying an amount ~~the one or more bidders are~~ a bidder is willing to pay for a certificate;

a processor for processing requests for fixed price purchases upon receipt from a user for a fixed price purchase, and determining, at the conclusion of an auction, an auction winning bidder for the certificate;

a certificate issuing module for issuing to the auction winning bidder the certificate, the certificate comprising identification of the business, the predetermined value of the certificate, specified times for use of the certificate, a unique certificate identifier and user identification

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information, whereby the winning bidder <u>and one or more purchasers</u> of the certificate ~~obtains~~ <u>obtain</u> a discount from the predetermined price during non-peak demand periods and non-winning bidders <u>and non-purchasers</u> pay the predetermined price without the discount during non-peak demand periods;

a listing module for providing to the business a list of winning bidders <u>and purchasers;</u>

a report module for receiving from the business a report indicating which bidders <u>and purchasers</u> have redeemed certificates; and

a fee module for collecting from the business a fee for certificates redeemed.

103.   (**Previously Presented**) The system of claim 102 wherein the business is a restaurant and the web site enables potential bidders to search for auctions of interest by one or more of a restaurant name, cuisine type, location, specified time, and meal.

104.   (**Original**) The system of claim 102 wherein the web site comprises one or more featured auctions sections that prominently display certain auctions.

105.   (**Original**) The system of claim 104 wherein the fee module comprises collecting a premium fee for featured auctions.

106.   (**Previously Presented**) The system of claim 105 wherein results of a search retain a list of auctions meeting user specified search criteria and summary information about the auction, where each auction in the list comprises a hyper-link to a separate web page for that auction, the web page comprising more detailed information about the auction.

107.   (**Original**) The system of claim 106 wherein the web site further comprises a bid page from which a user can enter a bid, the bid page comprising a hyper-link to the separate web page for a particular auction.

108.   (**Previously Presented**) The system of claim 102 wherein the winning bidder pays for the certificate at the time the certificate is redeemed along with a payment for any amount over the value of the certificate.

109.   (**Previously Presented**) The system of claim 102 wherein the winning bidder pays for the certificate at the time the bidder is declared the winning bidder.

110.   (**Original**) The system of claim 102 further comprising a profile module for receiving at the web site and storing profile information from a bidder prior to enabling the bidder to bid on an auction.

111.   (**Previously Presented**) The system of claim 110 wherein the profile information comprises at least user identification, user contact information and user preference information, further comprising the step of contacting a user when auctions corresponding to the user preference information are posted.

112.   (**Original**) The system of claim 110 further comprising a personalized auction page for each user for whom profile information is stored, the personalized auction page comprising personalized auction lists, auction reward information and current profile information.

113.   (**Withdrawn**) The system of claim 102 wherein the web site further comprises a restaurant guide, the system further comprising restaurant reviews by users at the web site.

114.   (**Withdrawn**) The system of claim 113 wherein the restaurant guide is searchable and comprises a hyper-link from a search result page to auctions for restaurants listed on the search result page.

115.   (**Previously Presented**) The system of claim 102, the web site further comprising an auction status listing, the system further comprising a display module for displaying current auction status information comprising an auction closing time and bid information including a current bid, a bid increment and a minimum bid.

116.   (**Currently Amended**) The system of claim 102 wherein a business ~~may permit one or more certificates to be subject to an instant award at~~ specifies [[a]] the fixed amount for purchasing the certificate via the instant purchase feature ~~wherein a user can ensure entitlement to a certificate by offering the fixed amount rather than participating in an auction~~.

117.   (**Original**) The system of claim 102 wherein the web site comprises a proxy bidding system where a bidder can specify a maximum amount the bidder is willing to bid for a certificate and the proxy bidding system will enter bids automatically for the bidder up to the specified maximum.

118.   (**Previously Presented**) The system of claim 102 further comprising an auction management module for a registered business, the auction management module comprising a listing of the registered business's current auction postings, customer information, and certificate sales history.

119.   (**Previously Presented**) The system of claim 102 comprising an auction management module, the auction management module enabling registered businesses to create, delete and modify auctions and track current bid information.

120.   (**Previously Presented**) The system of claim 102 wherein information about each bidder that bids on one or more certificates for a particular business is collected at the web site, and providing to the particular business aggregate data on each bidder that bids on one or more

certificates for the particular business, including demographic information, bid frequency and number of redemptions.

121.   (**Previously Presented**) The system of claim 120 wherein a targeted promotion directed at customers of the particular business based on the aggregate data is generated.

122.   (**Original**)   The system of claim 118 wherein historical sales data is analyzed to determine average winning bid amounts for certificates having a predetermined value, by a specified time period.

123.   (**Currently Amended**) The system of claim 122 wherein a premium is added to the average winning bid amount to determine ~~an instant award amount~~ the fixed price for purchasing the certificate via the instant purchase feature.

124.   (**Previously Presented**) The system of claim 102 further comprising an account page for each business to enable a business to view a number and type of certificates the business has sold, the business's account status with the web site and the business's profile information.

125.   (**Previously Presented**) The system of claim 102 wherein posting an offer further comprises enabling a business to enter one or more of an item description, time restriction information, a value, a minimum bid amount, a quantity of certificates, a duration of the auction and a recurrence of the auction.

126.   (**Previously Presented**) The system of claim 125 wherein the business is offered one or more options to increase a likelihood that consumers will focus on the business's auction, the options including a boldface title for the auction, a category feature auction and an auction home page feature, and further comprising the step of collecting a premium from the business for using one or more of such options for a given auction.

127.   (**Original**)   The system of claim 102 further comprising an auction attendance list comprising, for each auction on the list, an auction identification number, a close date, a retail amount value, time restrictions information, winning bidder information and redemption status information.

128.   (**Previously Presented**)   The system of claim 102 wherein users are notified that an auction has been posted by email.

129.   (**Previously Presented**)   The system of claim 102 wherein user profiles are collected at the web site, auctions of interest to specified users based on preference information in the user profiles are determined and a user is informed of auctions corresponding to the users preference information.

130.   (**Withdrawn**)   The system of claim 102 wherein an award credit is provided to users that refer businesses to the web site.

131.   (**Previously Presented**)   The system of claim 102 further comprising a notification module for notifying a losing bidder that an auction the bidder bid on closed without the bidder being a winning bidder and notifying the bidder of other auctions that correspond to one or more parameters of the auction on which the bidder unsuccessfully bid.

132.   (**Withdrawn**)   The system of claim 102, the web site further comprising a recipe page to enable users to share recipes.

133.   (**Currently Amended**)   A computer implemented method of using a web site for reducing excess capacity during non-peak demand periods for restaurants that experience

periods of peak demands and periods of non-peak demands for a service that is offered at a predetermined price, the method comprising the steps of:

enabling one or more of the restaurants to post on the web site a listing of one or more discounted gift certificates being offered for sale wherein the one or more discounted gift certificates are valid for use during the non-peak demand period; and

displaying options to enable ~~enabling one or more~~ users to place ~~purchase the one or more discounted gift certificates by at least one of placing~~ a bid on one or more discounted gift certificates for auction and being determined a winner, or to purchase the one or more discounted gift certificates at a fixed price via an instant purchase feature ~~that enables the one or more restaurants to specify a fixed dollar amount for which a user can buy one of the one or more discounted gift certificates~~ without participating in the auction; and

awarding the auction winner the discounted gift certificates ~~when the certificates are for auction, and selling the discounted gift certificates to a user when the user buys the one or more discounted gift certificates via the instant purchase feature~~, wherein the discounted gift certificates are redeemable for the service from a corresponding one of the one or more restaurants during the non-peak demand period~~, whereby the winner and the user of the one or more discounted gift certificates obtain a discount from the predetermined price during the non-peak demand periods and others pay the predetermined price without the discount during the non-peak demand periods~~.

134.   (**Previously Presented**) The method of claim 133 wherein the one or more restaurants set a minimum bid for the one or more discounted gift certificates for auction.

135.   (**Previously Presented**) The method of claim 133 wherein the at least one discounted gift certificate is valid during a non-peak demand period to reduce excess capacity.

136.   (**Previously Presented**) The method of claim 133 wherein the web site includes an auction display feature, the auction display comprising one or more of a name of the

restaurant, a description of the at least one discounted gift certificate, including a period of validity and a value, any minimum bid requirement, and a status of the auction, including a current bid and a time left for bidding.

137.   (**Currently Amended**)   The method of claim 133 wherein the web site includes a certificate display feature, the display comprising one or more of a restaurant name, a description of the at least one discounted gift certificate, a status of any auction for the gift certificate, and, ~~if an immediate buy option is available for the at least one discounted gift certificate,~~ an indication that the ~~immediate buy option~~ instant purchase feature is available and [[a]] the fixed ~~discounted~~ price ~~for the immediate buy~~.

138.   (**Previously Presented**)   The method of claim 133 wherein the web site includes an auction display feature, the auction display comprising a restaurant name, a description of the at least one discounted gift certificate, including a period of validity and value, any minimum bid requirement, and a status of the auction, including a current bid and a time left for bidding.

139.   (**Previously Presented**)   The method of claim 133 wherein a single restaurant may simultaneously offer multiple gift certificates, and the web site includes an auction display feature, the auction display comprising one or more of a restaurant name, a number of gift certificates available, a description of the gift certificates, including a period of validity and a value, any minimum bid requirement, and a status of the auction, including a current bid and a time left for bidding.

140.   (**Previously Presented**)   The method of claim 133 wherein a single restaurant may simultaneously offer multiple gift certificates, and the web site includes an auction display feature, the auction display comprising a restaurant name, a number of certificates available from the restaurant, a description of the gift certificates, including a period of validity and a

value, any minimum bid requirement, and a status of the auction, including a current bid and a time left for bidding.

141.   (**Previously Presented**) The method of claim 133 wherein more than one restaurant can offer gift certificates through the same web site, the web site includes an auction display feature, the auction display comprising restaurant names, and for each restaurant, one or more of a description of gift certificates for each restaurant, including a period of validity and a value, any minimum bid requirement, and a status of the auction, including a current bid and a time left for bidding.

142.   (**Previously Presented**) The method of claim 133 wherein more than one restaurant can offer gift certificates through the same web site, the web site includes an auction display feature, the auction display comprising names of the more than one restaurant, and for each restaurant, a description of the gift certificates being offered , including a period of validity and a value, any minimum bid requirement, and a status of the auction, including a current bid and a time left for bidding.

143.   (**Previously Presented**) The method of claim 133 wherein more than one restaurant can offer gift certificates through the same web site, where each of the more than one restaurant may simultaneously offer multiple gift certificates, and the web site includes an auction display feature, the auction display comprising names of the more than one restaurant, and for each gift certificate, a number of gift certificates available, a description of the gift certificates, including a period of validity and a value, any minimum bid requirement, and a status of the auction, including a current bid and a time left for bidding.

144.   (**Previously Presented**) The method of claim 133 wherein more than one restaurant can offer gift certificates through the same web site, where each restaurant may simultaneously offer multiple gift certificates, and the web site includes an auction display feature, the auction

display comprising a restaurant name, and for each gift certificate, a number of gift certificates available, a description of the gift certificates, including a period of validity and a value, any minimum bid requirement, and a status of the auction, including a current bid and a time left for bidding.

145.   (**Previously Presented**) The method of claim 133 wherein the user must register with the web site prior to bidding on or purchasing a gift certificate.

146.   (**Previously Presented**) The method of claim 133 wherein the user must register with the web site prior to bidding on or purchasing a gift certificate and provide identification information.

147.   (**Previously Presented**) The method of claim 133 wherein the user must register with the web site prior to bidding on or purchasing a gift certificate and provide demographic information.

148.   (**Previously Presented**) The method of claim 133 wherein the user must register with the web site prior to bidding on or purchasing a gift certificate and provide identification and demographic information.

149.   (**Previously Presented**)   The method of claim 133 wherein the web site includes a restaurant search module.

150.   (**Previously Presented**)   The method of claim 133 wherein the web site includes a restaurant search module including an interactive restaurant guide.

151.   (**Previously Presented**)   The method of claim 133 wherein the web site includes a restaurant search module, the search module enabling a user to search for a restaurant by desired cuisine, zip code or other geographic area parameters or other search parameters.

152.   (**Previously Presented**)   The method of claim 133 wherein the web site includes a restaurant listing module, wherein the listing module provides a listing of restaurants by cuisine type, zip code or geographic area parameters or other listing parameters.

153.   (**Currently Amended**)   A computer implemented system of using a web site for reducing excess capacity during non-peak demand periods for a plurality of restaurants that experience periods of peak demands and non-peak demands for a service that is offered at a predetermined price, the system comprising:

      a restaurant search module, the search module enabling a user to search for ~~a~~ discounted restaurant gift certificates by a desired cuisine type, zip code, or geographic area parameter;

      a restaurant listing module, the listing module providing a listing of restaurants offering discounted gift certificates for sale according to a cuisine type, zip code, or geographic area parameter, wherein the discounted gift certificates are valid for using during the non-peak demand periods;

      a display module, the display module displaying for each of the listed restaurants or certificates a restaurant name and a description of the discounted gift certificates being offered, the description including an indication of whether the discounted gift certificates are being offered for auction or for immediate purchase;

      an auction module, the auction module enabling the user to place a bid on the discounted gift certificates being offered for auction, wherein the discounted gift certificates offered for auction are sold to a winner of the auction; and

      an instant purchase feature that enables the user to immediately buy one or more of the discounted gift certificates at a fixed ~~dollar amount~~ price specified by a corresponding one

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of the restaurants without participating in the auction, ~~wherein the discounted gift certificates~~ ~~are redeemable for the service from a corresponding one of the one or more restaurants during~~ ~~the non-peak demand period, whereby the winner and the user of the one or more discounted~~ ~~gift certificates obtain a discount from the predetermined price during the non-peak demand~~ ~~periods and others pay the predetermined price without the discount during the non-peak~~ ~~demand periods.~~